



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES AGENDA

MEETING DATE: AUGUST 16, 2022

AGENDA ITEM SECTION: PRESENTATIONS

AGENDA ITEM NO. : 2

DEPARTMENT: ADMINISTRATOR

AGENDA ITEM:

PARKING CONSULTANT PROPOSAL PRESENTATION

RESOLUTION: AUTHORIZING THE VILLAGE ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH LAYBEL CONSULTING, LLC FOR PROVIDING PARKING CONSULTANT SERVICES TO THE VILLAGE

ITEM BACKUP DOCUMENTATION:

1. DRAFT RESOLUTION
2. LAYBEL CONSULTING LLC PARKING PROPOSAL FOR THE VILLAGE OF DOBBS FERRY
3. LAYBEL CONSULTING LLC PROPOSAL AGREEMENT FOR PARKING CONSULTING SERVICES FOR THE VILLAGE OF DOBBS FERRY

**RESOLUTION AUTHORIZING THE VILLAGE ADMINISTRATOR TO EXECUTE A
PROFESSIONAL SERVICES AGREEMENT WITH LAYBEL CONSULTING, LLC
FOR THE PROVISION OF A PARKING ANALYSIS OF THE
VILLAGE OF DOBBS FERRY PARKING OPERATION**

WHEREAS, the goal of a municipal parking operation is to provide accessible parking to accommodate residents and non-residents using municipal amenities, such as parks, restaurants, local businesses and the commuter rail; and

WHEREAS, accessibility, clarity and ease of use are essential in the user's experience when using these amenities; and

WHEREAS, in recognition that the current complexity of the parking operation is causing confusion for members of the public in the Village of Dobbs Ferry, obtaining a professional analysis of the parking operation is a necessity to create a more manageable and intuitive system that will benefit the Village and all persons who live in and visit the Village; and

WHEREAS, the Village has obtained proposals from two parking consultants, one of which is from Laybel Consulting, LLC; and

WHEREAS, Laybel Consulting, LLC's proposal includes a complete analysis of the Village's parking operations from a management and parking perspective, including recommendations on eliminating redundancy, cost savings, cost sharing opportunities, guidance on wayfinding and signage, incorporating green initiatives and smart technology; and

WHEREAS, the cost of the analysis will not exceed ten thousand (\$10,000) dollars; and

WHEREAS, if the Village wishes to proceed with any of the recommendations in the final proposal provided to the Village, the Village also has the option to engage Laybel Consulting, LLC for the implementation of the proposal at an additional cost; and

WHEREAS, the Village has funding for this Professional Service available in the Budget Line # A.1325.457-Treasurer Consultants.

NOW, THEREFORE, BE IT

RESOLVED, that the Village of Dobbs Ferry Board of Trustees hereby authorizes the Village Administrator to execute a professional services agreement with Laybel Consulting, LLC for the provision of a complete parking analysis of the Village's parking operations; and be it further

RESOLVED, that the cost for this service shall not exceed ten thousand (\$10,000) dollars and shall be funded from Budget Line #A.1325.457-Treasurer Consultants; and be it further

RESOLVED, that the professional services agreement shall be subject to the review and approval of the Village Attorney and Village Administrator; and be it further

RESOLVED, that this Resolution shall take effect immediately.

Village of Dobbs Ferry



Parking Proposal

Laybel Consulting LLC
Rita Azrelyant, MA, CAPP
www.laybelconsulting.weebly.com

Executive Summary

The goal of any successful municipal parking operation is to provide accessible parking to accommodate residents and non-residents utilizing municipal amenities such as parks and restaurants. Accessibility, clarity and ease of use are essential in the user's experience while utilizing the amenities.

Year after year, municipalities face the ever-growing challenge of financing infrastructure, funding increasing health care costs and dealing with other growing costs while, providing basic and necessary services to tax payers at an affordable cost. Tax restrictions and constraints have led municipalities to seek alternative, non-property tax revenues opportunities from sewer, water and parking resources.

Unlike sewer and water fees, parking is an opportunity for municipalities to collect revenue that extends beyond the tax base. The parking industry has grown significantly over the last ten years due to the advancement and widespread use of technology. Automated parking is sophisticated, increasingly transparent and cost efficient. As parking infrastructure costs decrease and virtual technology increases, municipalities are investing less funds in Capital and more in technology and integrated parking systems. This paradigm shift has now made parking more accessible and cost-effective to municipalities of all sizes.

Laybel Consulting, led by Rita Azrelyant, recognizes the Village of Dobbs Ferry as a municipality that would benefit from improved automation to pay for parking, utilizing License Plate Readers for "virtual enforcement" of meters and parking permits. These upgrades and enhancements could result in a significant and constant stream of revenue and steady decrease in annual operating costs.

Laybel Consulting LLC

Laybel Consulting LLC offers a different approach to parking by analyzes parking operations from a management and parking perspective instead of just parking. Proposals include recommendations on eliminating redundancy, lean/cost saving methods, cost sharing opportunities, ensuring maximum efficiency and effectiveness of operation(s). In addition to financial opportunities, Laybel Consulting also provides guidance on wayfinding/signage design and development, external and internal transparency, incorporating green initiatives and smart technology.

Laybel Consulting is led by Rita Azrelyant, a parking professional with over ten years experience in municipal government, specializing in parking operations, budgeting and data analytics. She holds a Master's Degree from Nelson A. Rockefeller College of Public Affairs and Policy, SUNY Albany, in Public Administration and Policy, Certification in Public Parking (CAPP), Green Garage certificate (ParkSmart), Lean Six Sigma Green Belt and Critical Incident Management/FEMA ICS training. Rita has worked in New York as well as Connecticut to some of the most prominent and affluent municipalities in the Northeast. She has also presented at International Parking (IPI) conferences and spoke at a municipal parking forum (NEPC) in the Northeast.

Rita has successfully managed multi-million dollar capital development and improvement projects ranging from Public Works initiatives to major overhauls of system-wide parking operations. Recent projects included overseeing a \$5.5 million dollar parking operation, implementing cost saving measures and other strategies resulting in a surplus exceeding \$1 million dollars with a focus on automation, standardization and green initiatives.

Village of Dobbs Ferry

Dobbs Ferry is one of six villages located in the Town of Greenburgh in Westchester, NY. The Village is approximately 3.17 square miles with a population of 11,000 and growing. With breathtaking views of the Hudson River to the west, a bustling downtown and a quick trip on the Metro North Rail line (Hudson Line) to New York City, as “one of the jewels of Westchester’s river towns” Dobbs Ferry is one of the most desirable places to live, work and play in Westchester County. As a result, the parking demand greatly exceeds the supply. Based on the analysis, the Village of Dobbs Ferry would greatly benefit from a parking analysis including a cost benefit and efficiency analysis to determine effectiveness of current operation.

Proposal

- I. Reviewing Current Parking Operations for the Village of Dobbs Ferry
 - a. On Street Parking
 - i. Payment Options
 1. Pay by Phone
 2. Single Space
 3. Multi Space
 4. Permits at Meters
 - ii. Hours of Operation
 - iii. Meter Rates
 - iv. Enforcement
 1. Visual
 2. License Plate Reader (Handheld or Mounted on vehicles)
 - b. Off Street Parking
 - i. Payment Options
 1. Pay by Phone
 2. Multi Space
 3. Permits
 - ii. Hours of Operation
 - iii. Meter Rates
 - iv. Enforcement
 1. Visual
 2. License Plate Reader (Handheld or Mounted on vehicles)
- II. Cost Benefit Analysis
 - a. Revenue (Current vs Potential)
 - i. On Street Parking
 - ii. Off Street Parking
 - iii. Permits (On Street and Off Street)
 - b. Expenditures
 - i. On Street Parking
 - ii. Off Street Parking
 - iii. Permits (On Street and Off Street)
- III. Recommendations
- IV. Village Wide Parking Map
 - a. Identify On Street Parking, Off Street Parking, Permit Parking (on street and off street), Hours of Operation and Rates



Laybel Consulting LLC
laybelconsulting@gmail.com
www.laybelconsulting.com



Rita Azrelyant, MA, CAPP, Principal
100 E. Hartsdale Avenue
Hartsdale, NY 10530
(914) 498-1924

July 26, 2022

Ms. Melissa Ferraro
Village Administrator
112 Main Street
Dobbs Ferry, NY 10522

RE: Proposal Agreement for Parking Consulting Services

Dear Village Administrator Ferraro,

Laybel Consulting LLC, herein "LC", is pleased to enter into an agreement with the Village of Dobbs Ferry, herein "Village", for the purposes of providing parking consulting services to the Village in the amount of \$10,000.

Scope of Services:

I. Operations

- a. Review Current Parking Operations for the Village of Dobbs Ferry
 - i. On Street
 - ii. Off Street
 - iii. Permits

II. Cost Benefit Analysis

- a. Revenue
- b. Expenditures
- c. Enforcement

III. Recommendations

IV. Village Wide Parking Map

Please acknowledge and confirm the terms of the agreement by executing and returning a copy of this letter to my attention at laybelconsulting@gmail.com.

Respectfully,

Accepted and Agreed:

Rita Azrelyant, Principal/Lead Consultant
Manager Laybel Consulting LLC

Date: _____

Melissa Ferraro, Village Administrator
Village of Dobbs Ferry

Date: _____